From:	Rellen Hayes
To:	Tucker-Potter, Stacy
Subject:	Directory cover and introduction
Date:	Friday, June 14, 2019 4:37:57 PM
Attachments:	IntroPagesContent.doc

Hi Stacy,

Here are the specifications and guidelines for creating the Cover and Intro art. To make sure your directory ships on time, we will need all directory artwork in from you by **December 20, 2019.**

Your publication specs are:

• 6 x 9, 16 page, black and white intro section

• Full color, hardbound cover

Cover and Intro files will need to be ''print-ready,'' which means:

- All design, layout, editing, proofreading, and internal approvals have been completed and the pieces are ready to go to the printer.
- Ideally, there should be no content changes to these pages after they are submitted, which helps your project move forward on schedule.
- Designs should be laid out in a ''press-friendly'' program. We recommend InDesign. Applications such as Word or Publisher lack the capabilities to produce a product that meets the level of standards your brand deserves.

The cover should contain a front, spine, and back cover design.

The intro should be 16 pages and in black and white**. Your intro must include a title page, copyright page, and a table of contents, all of which are laid out in the template that you can access through the link below.** Other than those requirements, you may include any subject matter that you would like**.**

http://www.publishingconcepts.com/Schools/NTBC/Files/CoverInfo/6x9_TemplatesAndGuidelines_2014.zip

For both the cover and intro components, we will need:

- InDesign File (INDD file), or native files that the art was created in.
- IDML file
- PDF that is print ready--300 dpi or higher including crop marks and bleed marks
- Links folder – containing all images that you used and your logo
- Fonts – all fonts used in the artwork

I've also attached a list of topics that can be included in the intro section.

Let me know if you have any questions.

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

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www.publishingconcepts.com

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From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Friday, June 14, 2019 3:50 PM
To: Rellen Hayes <rhayes@publishingconcepts.com>
Subject: RE: Directory Project Marketing Deliverables

I am in the process of directing the required pieces to the correct people. Can I ask for clarification on the 16 page introduction? I got the impression that content comes from us. Is that correct? What should be covered in that introduction? Samples you can provide? When will we be asked to provide that? I want to ensure I'm giving it more than enough lead time rather than handing it off on a tight turn.

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Rellen Hayes [mailto:rhayes@publishingconcepts.com]
Sent: Wednesday, June 12, 2019 8:09 PM
To: Tucker-Potter, Stacy
Subject: Directory Project Marketing Deliverables

Hi Stacy,

Here are the marketing deliverables we'll need from you by **July 19, 2019**.

Marketing Deliverables:

- **Step 1:** Review language for postcards 1-4, emails 1-4, online update site email and review your listing email. This language historically has proven to provide the highest response rate. Send back approvals or approvals with changes.
  - Attached **'Marketing Material for Client Approval**'

- **Step 2:** Send us your Logos.
  - One black and white logo for postcards (circular or square in shape).
  - Email Banner
  - Electronic Signature
    - Tell us how the Signatory would prefer his/her name and title to appear in the marketing
  - Attached **'Art - PC Logo_Email Banner Specs'**

- **Step 3**: Complete a brief one-page summary to help train our call center associates about your school
  - Complete the '**Agent Reference Sheet'**.

We are looking forward to this project, and I look forward to working closely with you!

Best regards,

Rellen

Rellen Hayes
Publishing Concepts | Account Manager
Proud PCI Associate since 2014

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